

FIG. 1

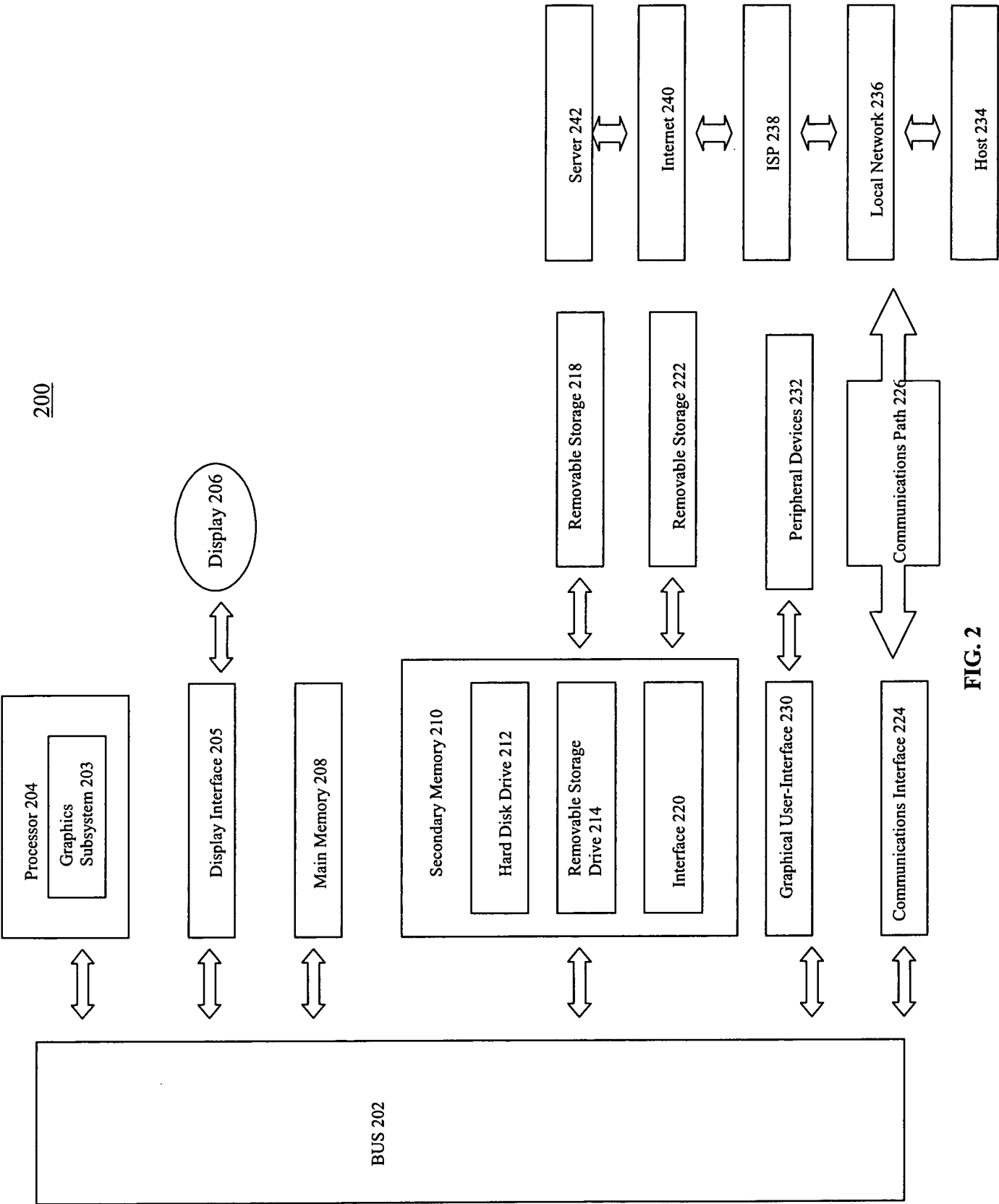


FIG. 2

300

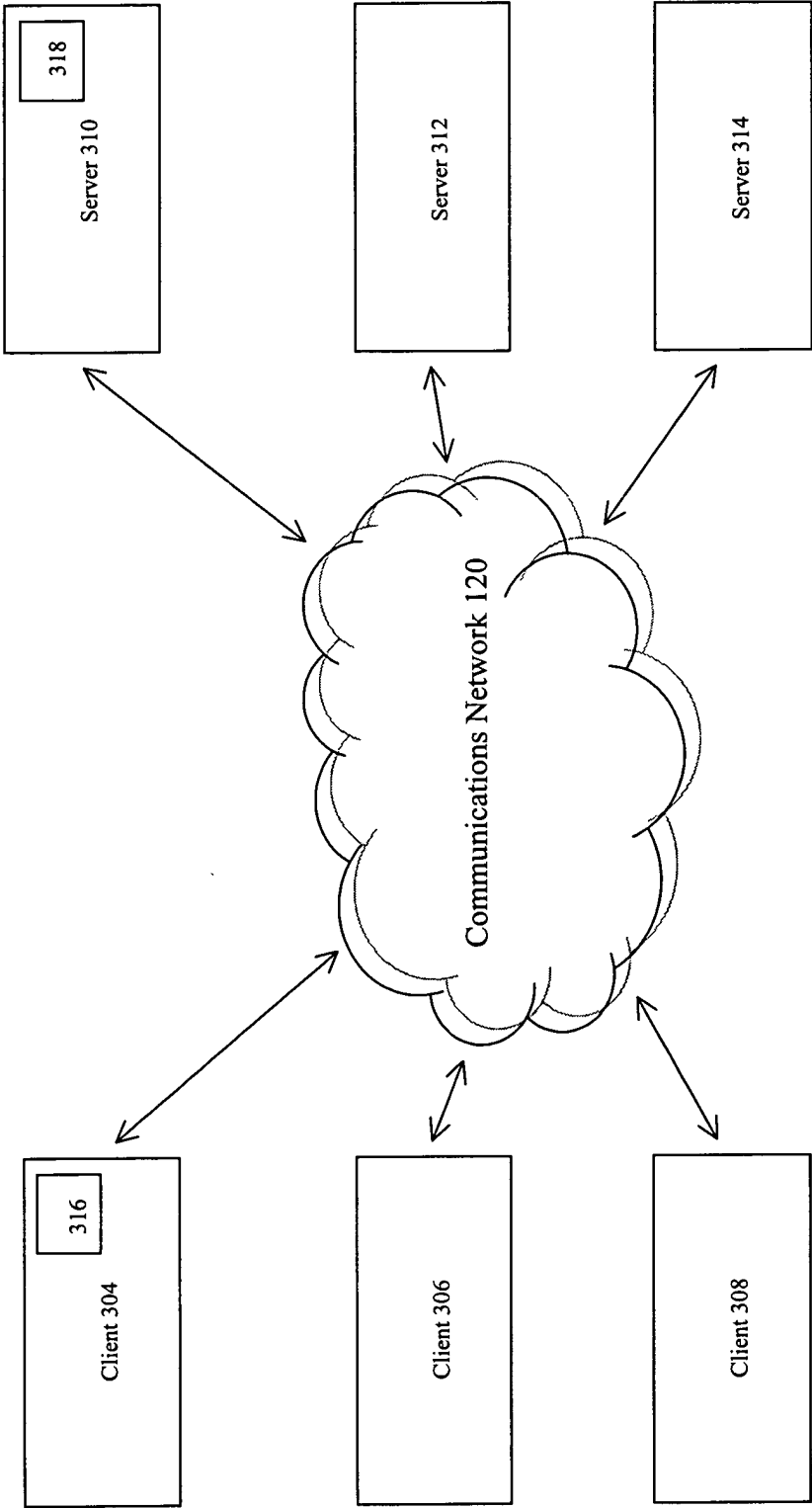


FIG. 3

400

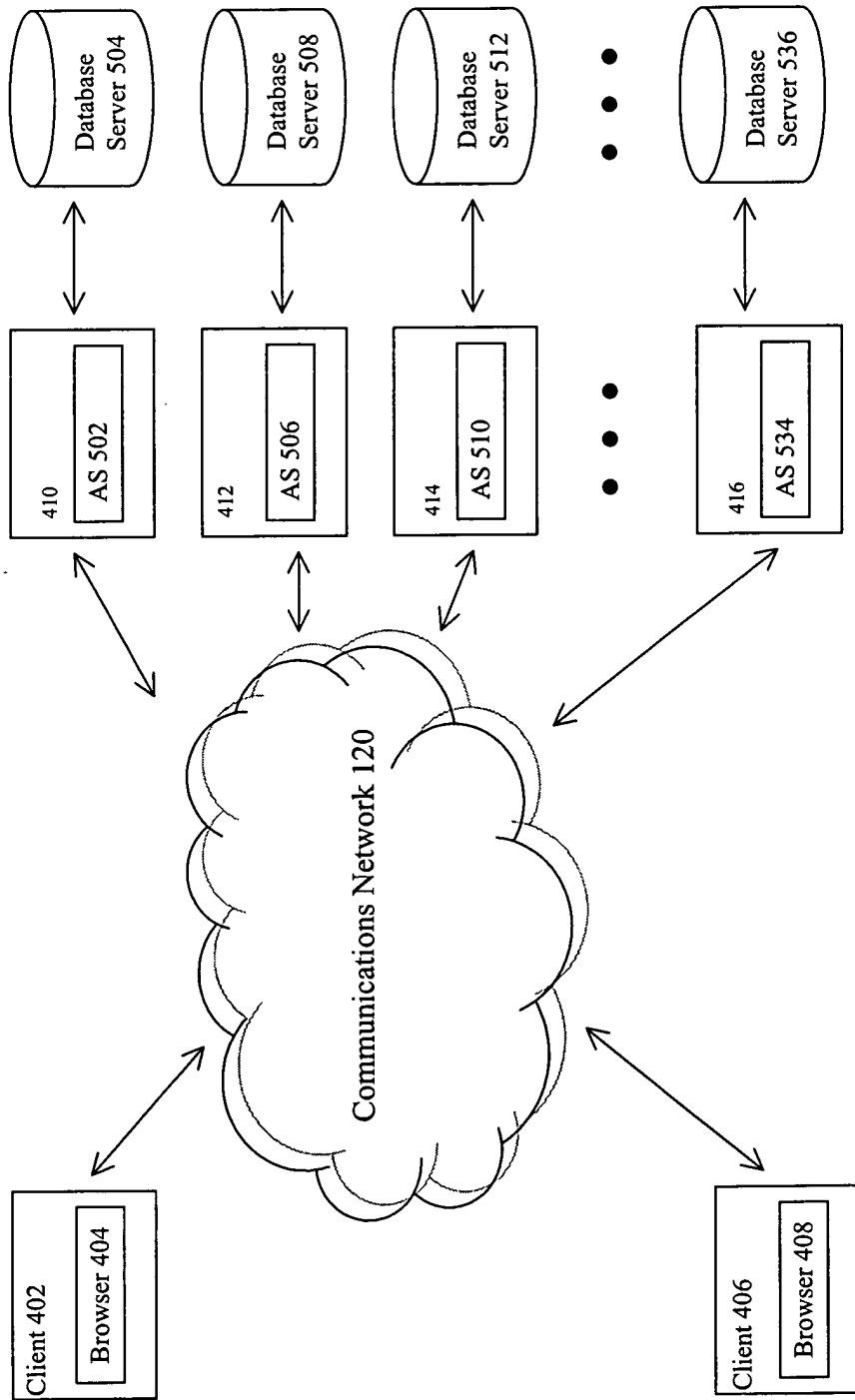


FIG. 4

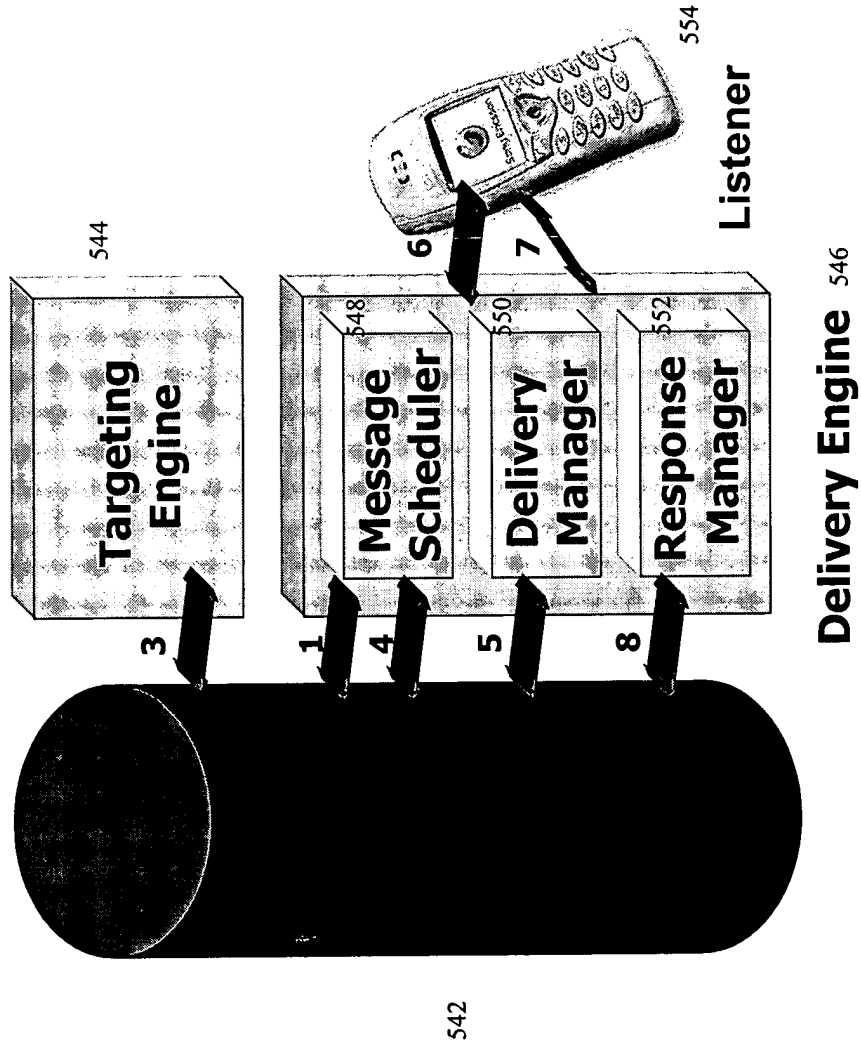


FIG. 5

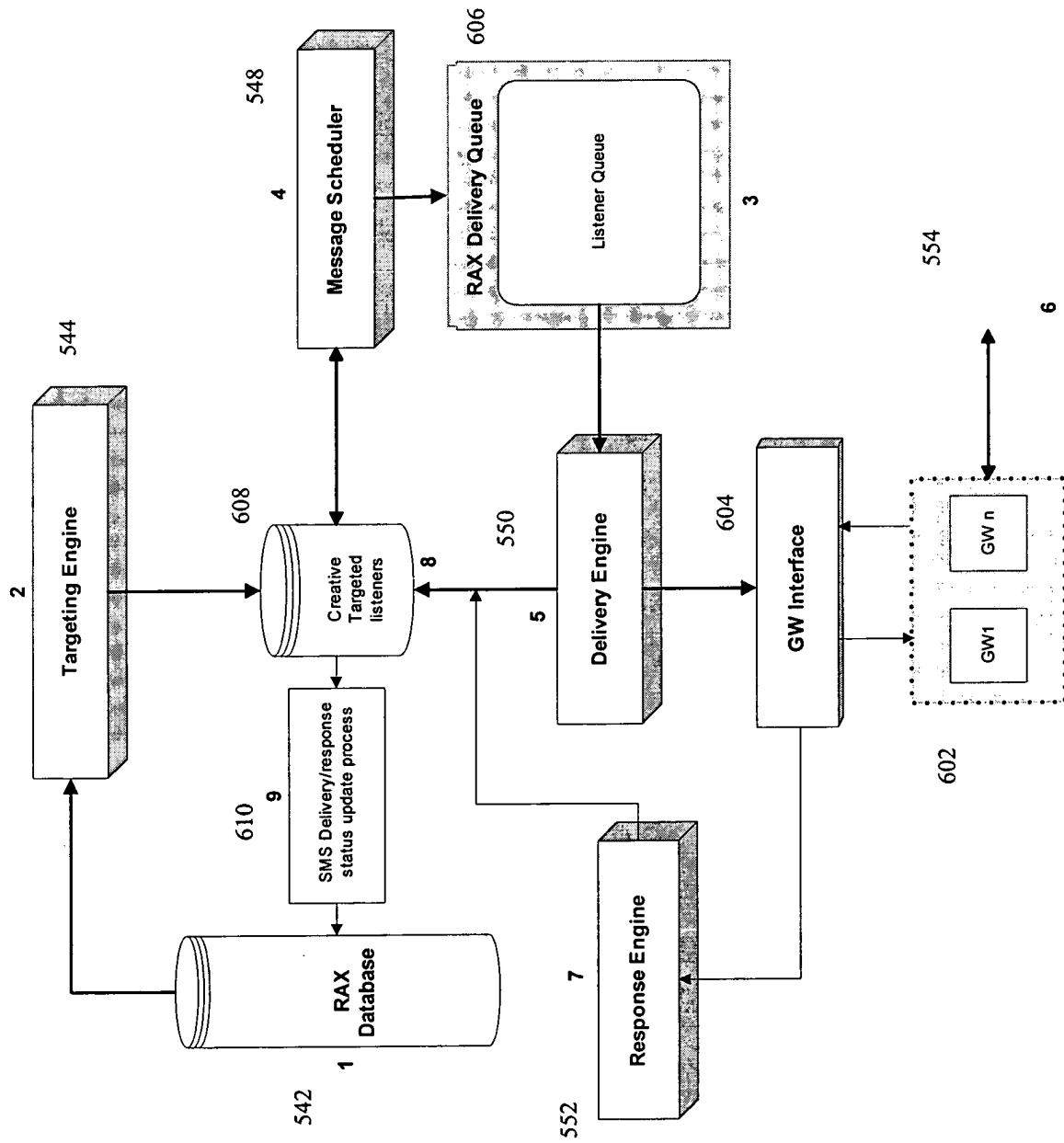


FIG. 6

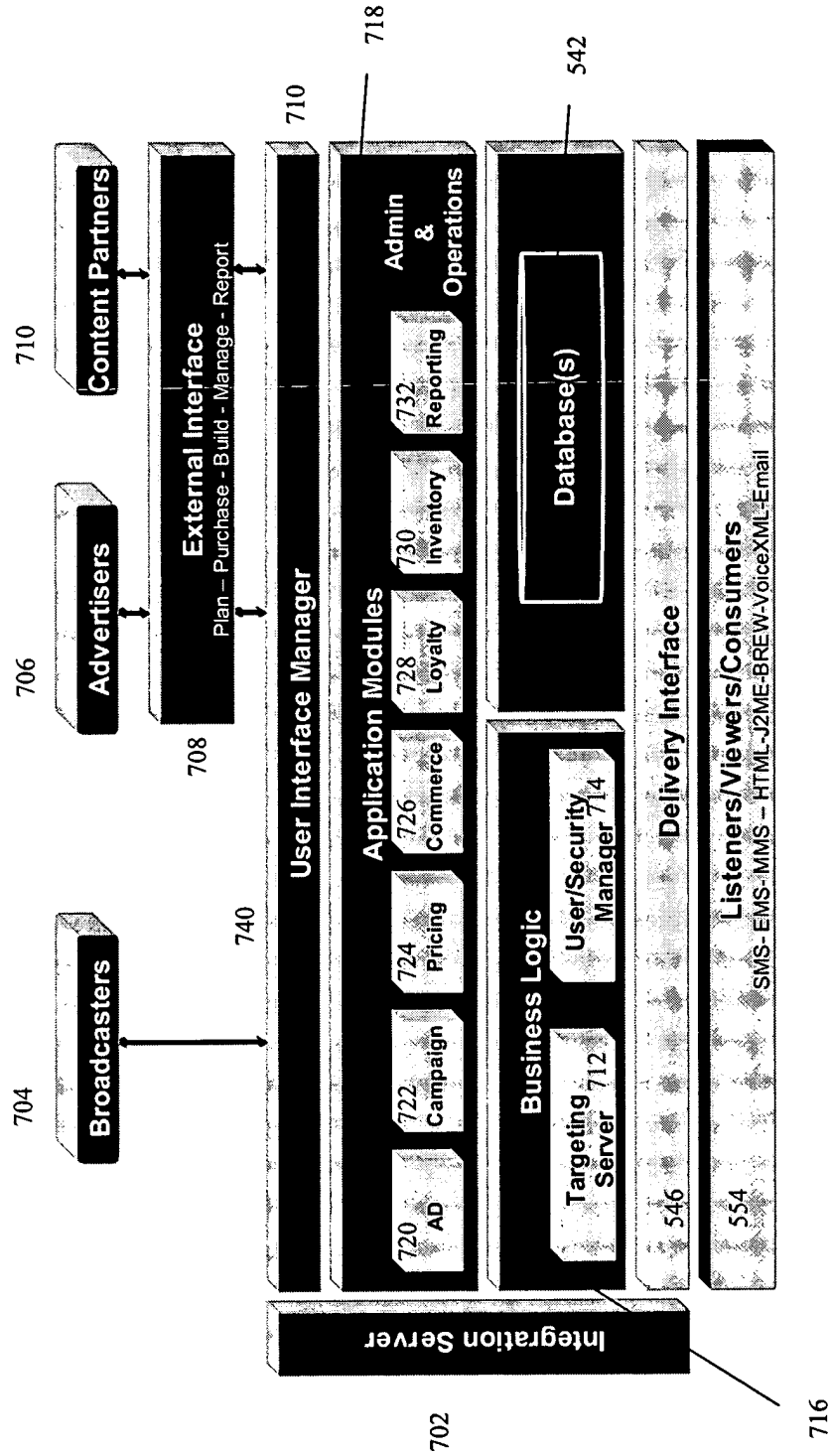


FIG. 7

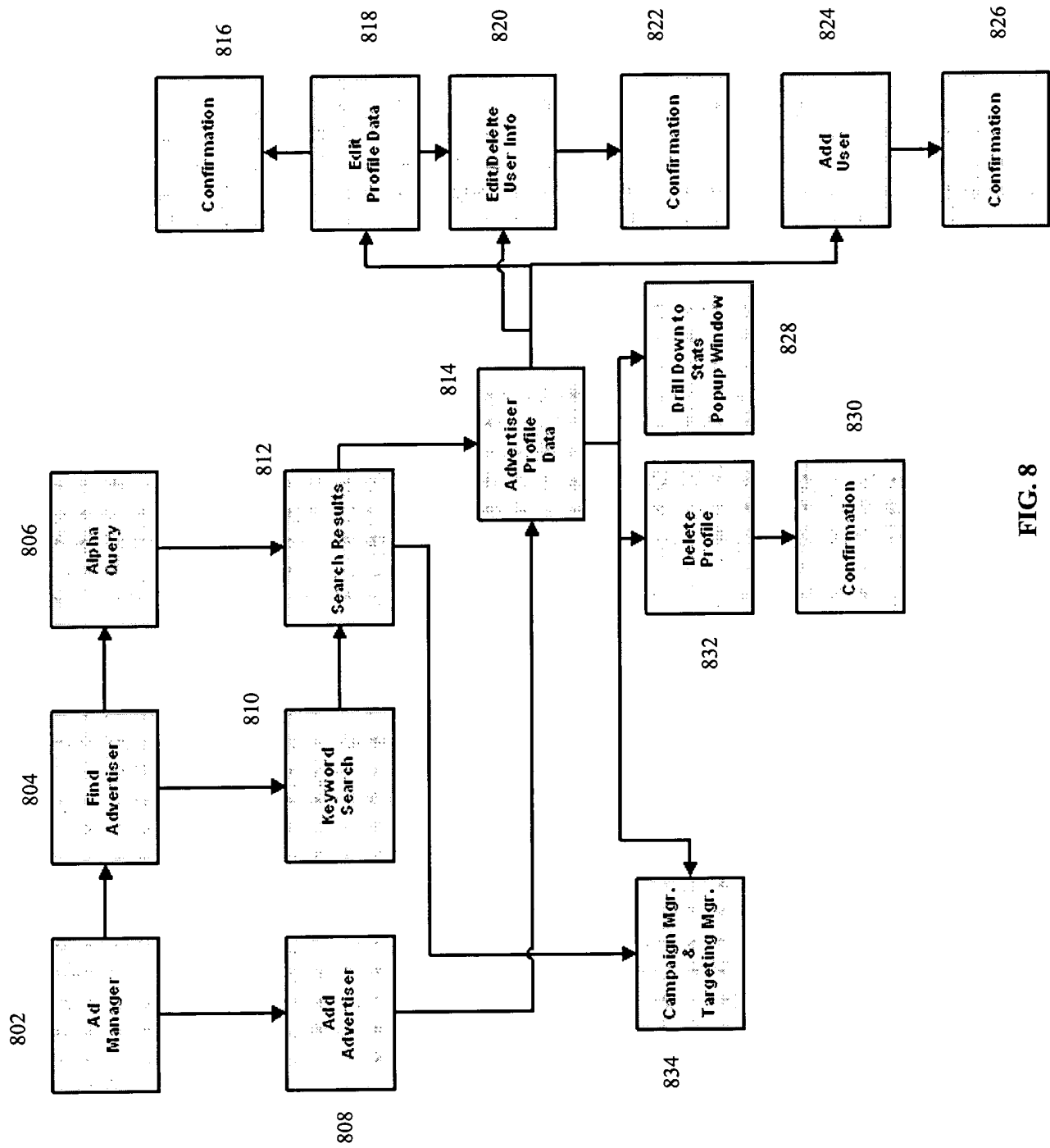




FIG. 8

900

FIG. 9

 CLEARCHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Admin

Hello Richard Mays

AD

Target

Content

Schedule

Search Advertisers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Keyword

Search

Basic Search

Search by

Contact Name

External User

of Messages Sent

Recent Activity

1000

Alex Meshkin:

We need to think more about these options. Contact name and user name are a necessity but we need to evaluate what metrics we can allow broadcasters to query the DB to find advertisers that fits their requirements.

Search

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 10

AD

Reporting

Admin

AD

Target

Content

Schedule

AD

Target

Content

Schedule

AD

Target

Content

Schedule

Hello Richard Mays

Advertisers

Select	Advertiser	Contact	Email
<input type="radio"/>	Coke - Diet	Mike Jensen	mjensen@coke.com Edit/Delete
<input type="radio"/>	Coke - Classic	Rick Foster	rfoster@coke.com Edit/Delete

Cancel

Previous

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Acutus Systems, Inc.

FIG. 11

FIG. 12

FIG. 12



acutus
SYSTEMS, INC.

AD Campaign Reporting Admin

Hello Richard Mays

AD Target Content Schedule

Advertiser Profile

1300



Advertiser

Coke

Primary Contact

Mike Jensen

Email Address

mjensen@coke.com

Billing Contact

Bob Jones

Email Address

bjones@coke.com

Address

11718 Coke Dr.

Address

11718 Coke Dr.

City

City

State

GA

Zip Code

30310

SA

Zip Code

30310

Phone Number

555-1212

Phone Number

555-1212

Fax Number

555-1213

Fax Number

555-1213

Logo

Browser

Upload

Permanent Discount Rate

10%

External Users

Mike Jensen
Bob Jones
Nike Smith

Payment Terms

NET 30

Advertiser History

17,998,800

3,208,800

Alex Meshkin:
DB Feed #

Alex Meshkin:
DB Feed #

Add External User

Cancel


Previous


Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

FIG. 13

 CLEARCHANNEL

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SYSTEMS, INC.

AD

Campaign

Reporting

Admin

AD

Target

Content

Schedule

Hello Richard Mays

1400

First Name

Last Name

Email Address

User Name

Password

Confirm Password

User Type

Mobile Number

Picture

First Name

Last Name

Email Address

User Name

Password

Confirm Password

User Type

Mobile Number

Picture

Middle

Company/Advertiser

Title

Address

City

State

Zip Code

Phone Number

Fax Number

Browser

Upload

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 14

FIG. 15

FIG. 16

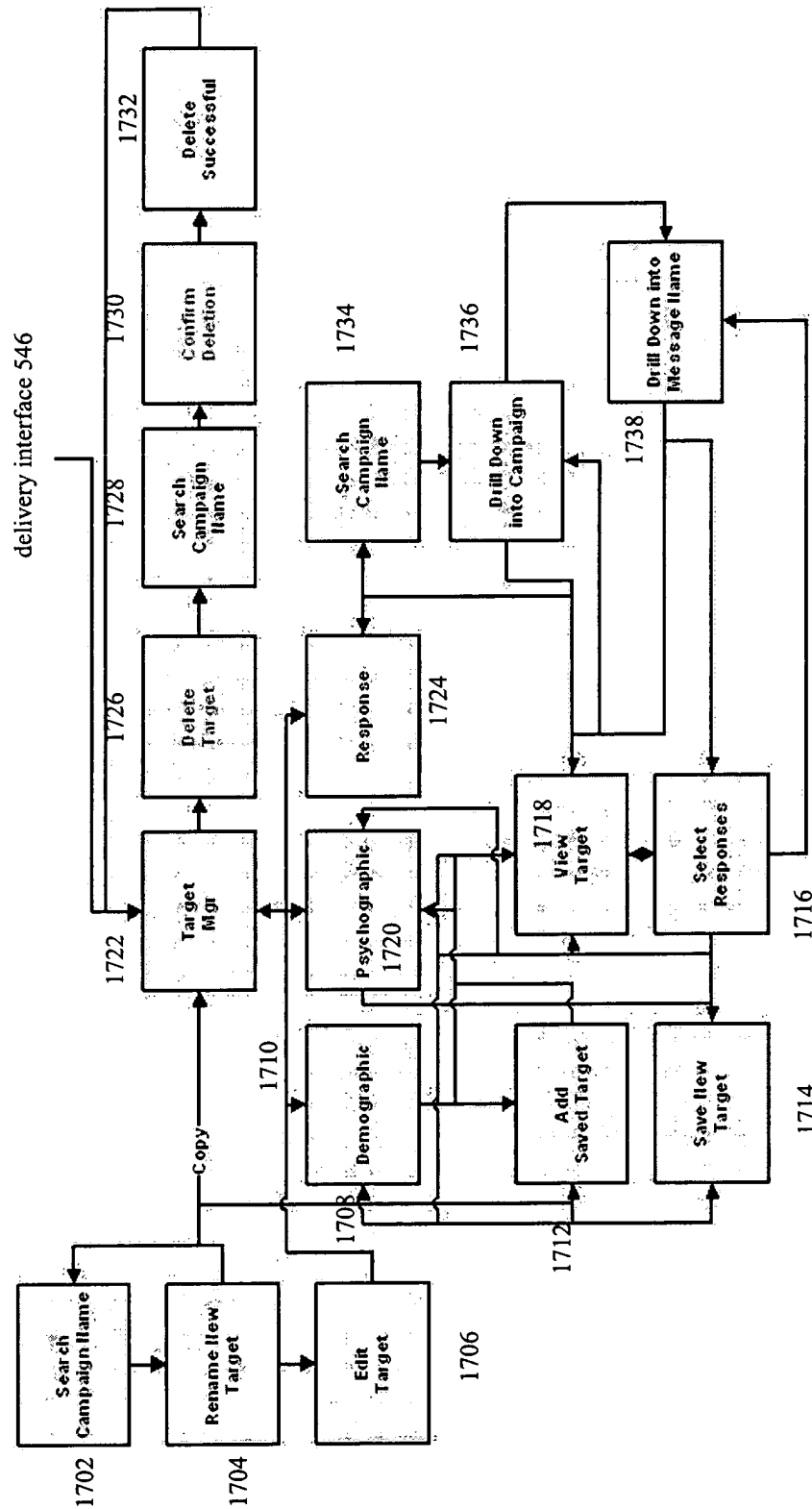


FIG. 17

FIG. 18

FIG. 19

Acutus Systems, Inc.

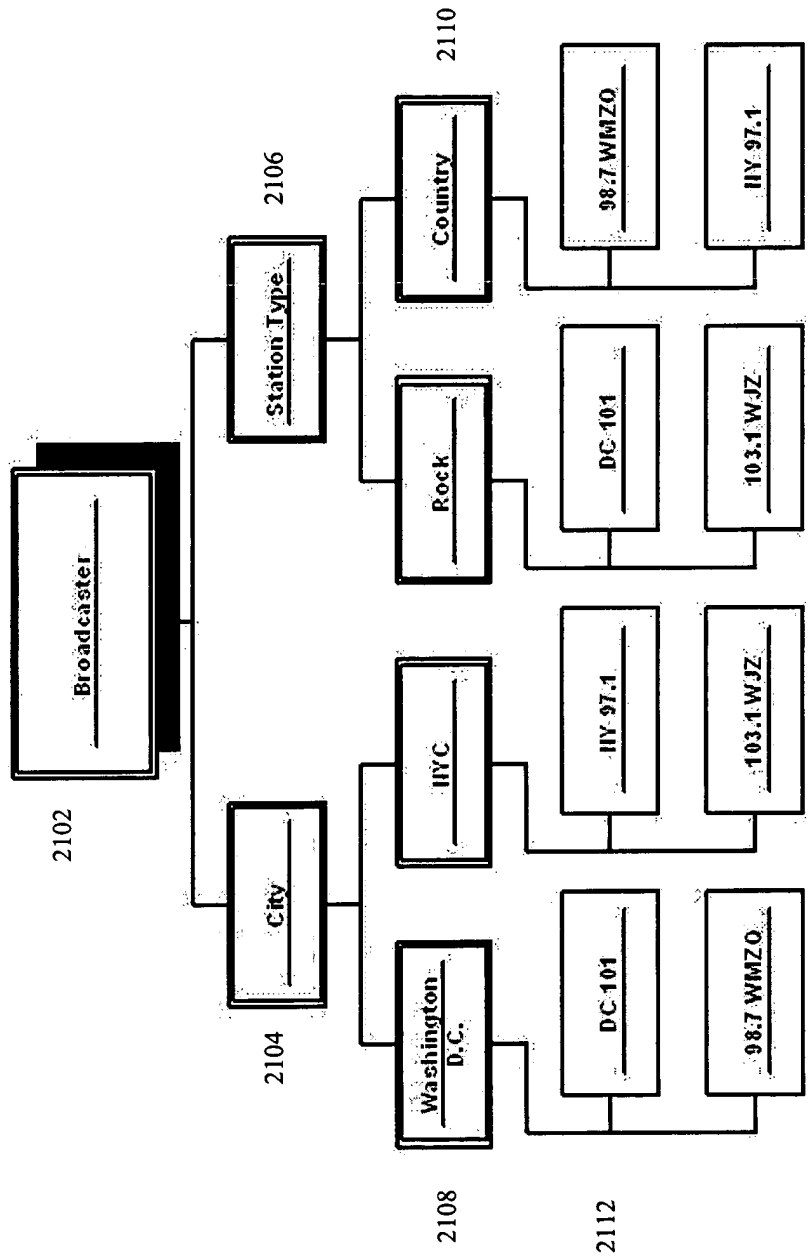




FIG. 21

FIG. 22

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

 CLEARCHANNEL



AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2300

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

- Target by Geography of Station Cities

- New York

G105

K101.5

650 AM

+ Washington D.C.

+ Target by Station Format

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 23

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2400

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

- Target by Geography of Station

Cities

+ New York

+ Washington D.C.

Pricing Summary

+ Target by Station Format

-

Cancel


Previous

Next


Acutus Systems, Inc.

FIG. 24

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001



CLEAR CHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2500

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

- Target by Geography of Station Cities

- New York

G105

K101.5

650 AM

+ Washington D.C.

+ Target by Station Format

-

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 25

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2600	Target Name	Nike-Golf (August)	Target Reach	1,104,231
	Add Target		Pricing Summary	
	<ul style="list-style-type: none"> + Target by Geography of Station - Target by Station Format <ul style="list-style-type: none"> + Adult Contemporary + Adult Standards + Alternative + Classical + Classical Country + Contemporary Hit Radio + Jazz + Oldies + Religious + Rock + Spanish + Talk + Urban 			


Cancel


Previous

Next

Acutus Systems, Inc.

FIG. 26


CLEARCHANNEL


acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2700

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Target by Geography of Station

-

- Target by Station Format

- + Adult Contemporary
- + Adult Standards
- + Alternative
- + Classical
- + Classical Country
- + Contemporary Hit Radio
- + Jazz
- + Oldies
- + Religious
- + Rock
- + Spanish
- + Talk
- Urban

K101.5 - NYC

K107.3 - LA

95.5 - D.C.

○

○

○

Pricing Summary


Cancel


Previous

Next

Acutus Systems, Inc.

FIG. 27


CLEARCHANNEL


acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2800

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Target by Geography of Station

-

- Target by Station Format

- + Adult Contemporary
- + Adult Standards
- + Alternative
- + Classical
- + Classical Country
- + Contemporary Hit Radio
- + Jazz
- + Oldies
- + Religious
- + Rock
- + Spanish
- + Talk
- Urban

K101.5 - NYC

K107.3 - LA

95.5 - D.C.

●

○

○

Pricing Summary


Cancel


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Next

Acutus Systems, Inc.

FIG. 28

 CLEARCHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

Target Name
2900Add Tar
- Ta

Pricing Summary		
Stations	Cost Per Message	Cost Per CPM
650 AM - NYC	\$0.0050	\$5.00
K101.5 - NYC	\$0.0055	\$5.50

K101.5
650 AM
+ Washington D.C.


+ Target by Station Format


Cancel Previous Next

Acutus Systems, Inc.

FIG. 29

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

 CLEARCHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3000

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Broadcaster/Station/Station Format

- Demographics

+ Age

+ Gender

+ Income

+ Location (Zip)

+ Marital Status

+ Etc.

+ Etc.

+ Psychographics

+ Previous Responses

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 30

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3100

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Broadcaster/Station/Station Format

—

Pricing Summary

Demographics

- Age

Range

From

V

To

V

- Gender

Both

V

- Income

Range		From	To
0 - \$15,000	\$50,000 - \$74,000		
\$15,000 - \$24,000	\$75,000 - \$99,000		
\$25,000 - \$34,000	\$100,000 - \$149,000		
\$35,000 - \$49,000	\$150,000 -		
	0 - \$15,000		\$50,000 - \$74,000
	\$15,000 - \$24,000		\$75,000 - \$99,000
	\$25,000 - \$34,000		\$100,000 - \$149,000
	\$35,000 - \$49,000		\$150,000 -

+ Location (Zip)

+ Marital Status

+ Etc.

+ Etc.

+ Psychographics

+ Previous Responses

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 31



acutus
SYSTEMS, INC.

Reporting

Reporting

Campaign

AD

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3200

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

Pricing Summary

+ Broadcaster/Station/Station Format

- Demographics

- Age

Range

To

From

18

V

30

V

- Gender

Male

V

- Income

Range

From

To

0 - \$15,000

\$15,000 - \$24,000

\$25,000 - \$34,000

\$35,000 - \$49,000

\$50,000 - \$74,000

\$75,000 - \$99,000

\$100,000 - \$149,000

\$150,000 +

+ Location (Zip)

+ Marital Status

+ Etc.

+ Etc.

+ Psychographics

+ Previous Responses

Cancel

Previous


Next

Acutus Systems, Inc.


Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 32

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3300

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Broadcaster/Station/Station Format

—

+ Demographics

+ Age

+ Gender

+ Income

+ Location

Region

State

Zip Code

+ Marital Status

+ Etc.

+ Etc.

+ Psychographics

+ Previous Responses


Cancel

Previous


Next

Acutus Systems, Inc.

FIG. 33



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3400

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Broadcaster/Station/Station Format

—

- Demographics

+ Age

+ Gender

+ Income

- Location

Region

US Regions

☐ Northeast

☐ Southeast

☐ Midwest

☐ Northwest

☐ MidAtlantic

☐ Southwest

☐ West

☐ South

State

Zip Code

+ Marital Status

+ Etc.

+ Etc.

+ Psychographics

+ Previous Responses

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 34

CLEARCHANNEL		acutus SYSTEMS, INC.	
Hello Richard Mays		AD	Reporting
		Campaign	Reporting
		Schedule	Reporting
Demographics			
3500	Target Name	Nike-Golf (August)	Target Reach
	Add Target		1,104,231
	<u>Pricing Summary</u>		
	+ Broadcaster/Station/Station Format _		
	- Demographics		
	+ Age		
	+ Gender		
	+ Income		
	- Location		
	Region		
	US Regions		
	Northeast <input checked="" type="checkbox"/> Southeast <input type="checkbox"/> Midwest <input type="checkbox"/>		
	Northwest <input checked="" type="checkbox"/> MidAtlantic <input type="checkbox"/> Southwest <input type="checkbox"/>		
	West <input type="checkbox"/> South <input type="checkbox"/>		
	State		
	Zip Code		
	+ Marital Status		
	+ Etc.		
	+ Etc.		
	+ Psychographics		
	+ Previous Responses		
		Cancel	Previous
			Next

Acutus Systems, Inc.

FIG. 35

AD	Campaign	Reporting	Reporting
----	----------	-----------	-----------

Hello Richard Mays

AD	Target	Content	Schedule
----	--------	---------	----------

Demographics

3600	Target Name	Nike-Golf (August)	Target Reach	1,104,231
	Add Target			<u>Pricing Summary</u>

+ Broadcaster/Station/Station Format _

- Demographics
 - + Age
 - + Gender
 - + Income
 - Location
 - Region
 - States

Select All
Clear All

[illegible]

Zip Code

- + Marital Status
- + Etc.
- + Etc.
- + Psychographics
- + Previous Responses

Cancel Previous Next

FIG. 36



acutus
SYSTEMS, INC.

Reporting

Reporting

Campaign

AD

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

Target Name Nike-Golf (August)

Target Reach 1,104,231

3700

Add Target

Pricing Summary

+ Broadcaster/Station/Station Format

- Demographics

- + Age
- + Gender
- + Income
- + Location
- + Region
- + States

Select All

Clear All

Alabama

X X X X X X X X X X

X X X X X X X X X X

X X X X X X X X X X

X X X X X X X X X X

X X X X X X X X X X

Wyoming

Zip Code

- + Marital Status
- + Etc.
- + Etc.

+ Psychographics

+ Previous Responses

Cancel

Previous

Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown

Docket No.: 026473-00001

FIG. 37

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Psychographics

3800

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Broadcaster/Station/Station Format

-

+ Demographics

- Psychographics

+ Employment

+ Favorite Food

+ Favorite Sport

+ Travel

+ Etc.

+ Etc.

+ Previous Responses

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM
 Inventor: Alexander B. MESHKIN
 Appln. No.: Unknown
 Docket No.: 026473-00001

FIG. 38

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Psychographics

3900

Target Name

Mike-Golf (August)

Target Reach

1,104,231

Add Target

Pricing Summary

+ Broadcaster/Station/Station Format

+ Demographics

- Psychographics

+ Employment

+ Favorite Food

- Favorite Sport

Select All

Clear All

Baseball

Basketball

Football

Golf

NASCAR

+ Travel

+ Etc.

+ Etc.

+ Previous Responses

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 39



acutus
SYSTEMS, INC.

Reporting

Reporting

Campaign

AD

Hello Richard Mays

AD

Target

Content

Schedule

Psychographics

4000

Target Name Nike-Golf (August)

Target Reach

1,104,231

Add Target

[Pricing Summary](#)

+ Broadcaster/Station/Station Format

+ Demographics

- Psychographics

+ Employment

+ Favorite Food

+ Favorite Sport

Select All

Clear All

☐ Baseball

☐ Basketball

☐ Football

☒ Golf

☒ NASCAR

☐

☐

+ Travel

+ Etc.

+ Etc.

+ Previous Responses

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 40

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown

Docket No.: 026473-00001

Hello Richard Mays

AD

Target

Content

Schedule

Psychographics

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

Pricing Summary


+ Broadcaster/Station/Station Format


Pricing Summary		
Targeting Criteria	Cost Per Message	Cost Per CPM
Stations - Level 1	\$0.0070	\$7.00
Stations - Level 2	\$0.0077	\$7.70
Sub Total (Avg)	\$0.0074	\$7.35
Demo - Target 1 - (Age)	\$0.0050	\$5.00
Demo - Target 2 (Gender)	\$0.0045	\$4.50
Demo - Target 3 (Location)	\$0.0040	\$4.00
Sub Total	\$0.0209	\$20.85
Psycho - Target 1 - (Sport)	\$0.0054	\$5.40
Total	\$0.0263	\$26.25

+ Previous Responses

FIG. 41

FIG. 42

 CLEARCHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Search Responses (Campaigns)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

4300

Keyword

Search

Basic Search

Date of Response

From

V

To

V

Type of Campaign

V

Number of Listeners

From

V

To

V

Response Rates

V

Cancel

Previous

Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 43

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Search Responses (Campaigns)

A B C D E F G H I J K L M O P Q R S T U V W X Y Z

4400

Keyword

Golf

Search

Basic Search

Date of Response

From

June 02 V

To

July 02 V

Type of Campaign

Commerce V

Response Rates

> 20% V

Number of Listeners

From

0

To

10,000,000

Cancel


Previous


Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
 FOR AN INTEGRATED MARKETING
 VEHICLE PLATFORM
 Inventor: Alexander B. MESHKIN
 Appln. No.: Unknown
 Docket No.: 026473-00001

FIG. 44

**CLEARCHANNEL**

**acutus**
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Listings

4500

Target Reach

345,236

Refine Search

Refine

New Search

Select	Campaign Name	Date Sent	Number of Responses
	Golf1	7/1/2001	346,901
	Masters-2002	5/1/2002	561,249
	Tiger Woods	6/15/2002	278,561
	Golf Digest	7/1/2000	312,001

Cancel


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Acutus Systems, Inc.

FIG. 45

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

**CLEARCHANNEL**

**acutus**
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Listings

				Target Reach	127,890
Select	Campaign Name	Date Sent	Number of Responses		
X	Golf1	7/1/2001	346,901		
	Masters-2002	5/1/2002	561,249		
	Tiger Woods	6/15/2002	278,561		
	Golf-Digest	7/1/2000	312,001		

Cancel

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Next

Acutus Systems, Inc.

FIG. 46

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Message Listings

	Campaign Name	Golf1	Target Reach	89,004
	Select	Message Name	Number of Responses	
4700	X	Who will win the 2001 Masters?	122,201	
		How many masters has Tiger won?	98,450	
		How many majors has Tiger won?	45,004	
		Is Tiger the best player ever?	81,246	

Cancel

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Next

Acutus Systems, Inc.

FIG. 47

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Listings

4800				Target Reach	127,890
Select	Campaign Name	Date Sent		Number of Responses	
X	Golf1	7/1/2001		346,901	
	Masters-2002	5/1/2002		561,249	
	Tiger Woods	6/15/2002		278,561	
	Golf Digest	7/1/2000		312,001	

Cancel

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Next


Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 48

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001





AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Summary of Targets

4900

Target Name

Nike-Golf (August)

Target Reach

56,476

Broadcaster

K101.5
650 AM
DC104
LA98

Responses

Campaign Name: GolfOne

Demographics

Income
15,000 - 65000

Age
21 - 45

Psychographics

Color
Blue

Food
Italian

Message Name: Who will Win the Masters?

Message Response: Tiger Woods

Cancel

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Next

Acutus Systems, Inc.

FIG. 49



			
Hello Richard Mays		AD Campaign Reporting Reporting	
AD Target Content Schedule		AD Campaign Reporting Reporting	
<h3>Search Saved Targets (Templates)</h3>			
A B C D E F G H I J K L M O P Q R S T U V W X Y Z			
Keyword		Search	
5000		Advance Search	
Cancel		Previous Next	

FIG. 50

FIG. 51

FIG. 52

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Summary of Targets

5300

Target Name

Nike Golf (August)

Target Reach

346,901

Broadcaster

Alex Meshkin:
Click to Add/Edit/Delete
Target Criteria

K101.5
650 AM
DC104
LA98

Alex Meshkin:
Click to Add/Edit/Delete
Target Criteria

Responses

Campaign Name: Nike Sweepstakes (April)
Message Name: Who will win the Masters?
Message Response: Tiger Woods

Demographics

Income
45,000 - 85,000
90,000 - 150,000
Age
16 - 55

Psychographics

Sport
Golf, Football, NASCAR
Car
BMW, Mercedes Benz, Toyota


Cancel

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Acutus Systems, Inc.

FIG. 53



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Save Target (Rename)

5400

Target Name	Keywords	Date Created	Target Reach
Nike - June	Golf, Tiger Woods	7/1/2001	346,901

New Target Name

Nike Golf (August)

Keywords

Nike, Golf, Masters, PGA

[View Target](#)

Cancel

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Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 54

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Management

5500

Campaign Name

Advertiser Name

Delivery Type

Campaign Type

1,104,231

Desired Reach

100,000

Keyword(s)

Campaign Points

Alex Meshkin:

SMS

MMS

Email

Web

Alex Meshkin:

Message/Poll/Survey

Commerce

Lottery/Sweepstakes

1,104,231

Desired Reach

100,000

Keyword(s)

Campaign Points

Alex Meshkin:

SMS

MMS

Email

Web

Alex Meshkin:

Message/Poll/Survey

Commerce

Lottery/Sweepstakes

Cancel

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Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
 AN INTEGRATED MARKETING VEHICLE
 PLATFORM
 Inventor: Alexander B. MESHKIN
 Appln. No.: Unknown
 Docket No.: 026473-00001

FIG. 55



			
Hello Richard Mays		AD Campaign Reporting Reporting	
AD Target Content Schedule			
<h2>Campaign Management</h2>			
5600			
Campaign Name	CampaignOne	Target Reach	1,104,231
Advertiser Name	Coke	Desired Reach	100,000
Delivery Type	SMS V	Messages	100,000
Campaign Type	Commerce V	Keyword(s)	Golf
		Campaign Points	500
		Cancel	Previous
		Next	

FIG. 56

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Commerce Campaign

5700

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Alex Meshkin: CM1 is for Commerce Message #1

Add Message

CM1

Find Name

Find

Item Name

Item Description

Delete

Delete

Response

Alex Meshkin: The Add Button will add an additional response

Cancel

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Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM
 Inventor: Alexander B. MESHKIN
 Appln. No.: Unknown
 Docket No.: 026473-00001

FIG. 57

Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

CLEARCHANNEL

acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Commerce Campaign

5800

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Add Message

Which item would you like to bid on? 1DVD Player

CM1

Add

Response

Find Name

Find

1

X

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Keyword or UPC


Search


+ Broadcaster

+ Advertiser

Add Item

FIG. 58

 CLEAR CHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Commerce Campaign

5900

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Add Message

Which item would you like to bid on? 1)DVD Player

Add

Response

Find Name

Find

1

Keyword or UPC

Search

Add Item

+ Broadcaster

- Advertiser

+Avon


+Black & Becker

- Coke


- Electronics

DVD Player UPC #5415

FIG. 59



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Commerce Campaign

6000

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Add Message

CM1

Which item would you like to bid on? 1)DVD Player

Add

Response

Find Name

Find

1

Keyword or UPC

Search

Add Item

+ Broadcaster

- Advertiser

+Avon

+Black & Becker

- Coke

- Electronics

DVD Player UPC #5415

FIG. 60

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Commerce Campaign

6100

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Add Message

CM1

Which item would you like to bid on? 1)DVD Player 2) TV 3)MP3 Player 4) PocketPC

Add

Response

Find Name

Item Name

Item Description

Delete

1

Find

DVD Player

Sony DVD Player UPC #5415

Delete

Alex Meshkin:

If you click on the item name, detail information on the merchandise will be displayed in a pop-up

Cancel

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Acutus Systems, Inc.

FIG. 61

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

6200



Login

Password

Login

Reset

Acutus Systems, Inc.

FIG. 62

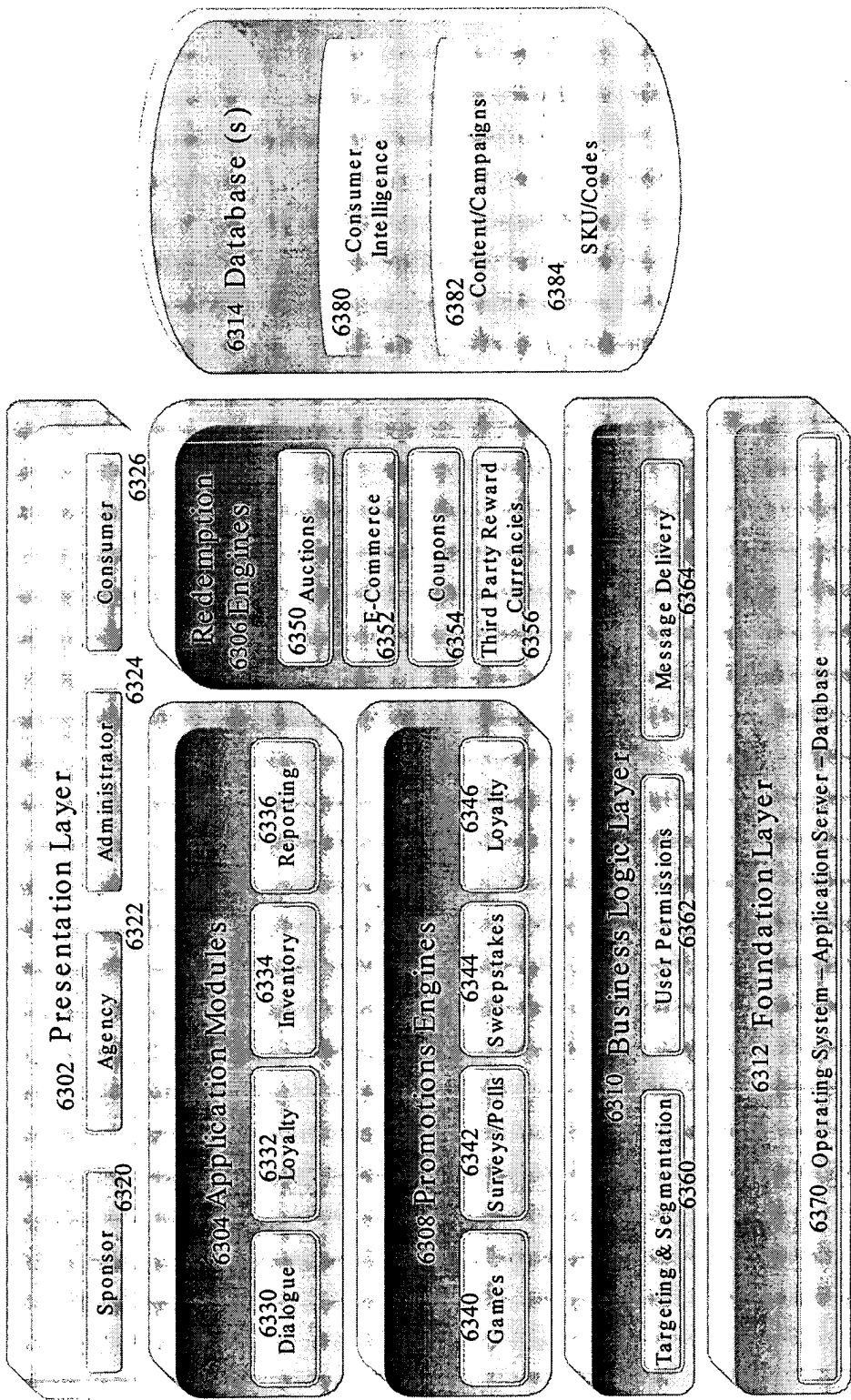


FIG. 63